



# Virginia Green Events



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## Friday Cheers Richmond, VA



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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## Friday Cheers

Celebrating its 30th season, Venture Richmond's premier outdoor concert series, Friday Cheers, returns to Brown's Island on May 2, with a stellar line-up of bands you won't want to miss, at one of RVA's most beautiful venues. Enjoy breakout bands, national acts and Richmond's hometown talent.

Venture Richmond strives to be a responsible organization in every way, and being green is an integral part of that commitment. Additionally, we know and understand that our patrons expect to be able to recycle and they care about the environment. We want to meet and exceed their expectations.

We promote local vendors, including a local company that provides wines on tap, which greatly reduces bottle waste.

## Virginia Green Activities

### This facility pledges that they:

#### Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
  - Glass bottles
  - Aluminum cans
  - Plastic bottles
  - Paper
  - Cardboard

- Other actions taken related to recycling: We have signs that specify "beer cups are recyclable"; eco-station flags

### **Minimize the use of disposable food service products.**

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

### **Printed Materials.**

- Use electronic registration, correspondence, and forms instead of paper forms
- Print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

### **Waste Reduction.**

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Avoid box lunches and service trays/platters of food instead
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Purchase from vendors and service providers with a commitment to the environment
- Other actions taken to reduce solid waste: Logistics company provides for recycling; food trucks are very sustainably-oriented

### **Green Signage.**

- Have a link on our website to the Virginia Green Events webpage
- Have signs at the event registration which list all of our green activities
- Other actions taken related to green signage: Signs at beer trucks to remind patrons to recycle beer cups



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For more information on **Friday Cheers**, see [www.venturerichmond.com/events/venture/cheers.html](http://www.venturerichmond.com/events/venture/cheers.html) or contact Stephen Lecky at [slecky@venturerichmond.com](mailto:slecky@venturerichmond.com) or 804-788-6242.

For more information on the Virginia Green program,

see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

